



THE  
RIGHT  
LOCATION FOR  
YOUR  
BUSINESS



CITY OF FRANKLIN

WISCONSIN





# WELCOME!

Franklin is a growing suburban community of 33,000 in the Chicago, Ill.-Milwaukee-Madison corridor that offers numerous advantages for businesses seeking a strong foundation for success and profitability.

Centrally located in the heart of the Midwest, Franklin provides a strategic business location within driving distance of Milwaukee and Green Bay to the north, Chicago, Ill., to the south, Madison and Minneapolis, Minn., to the west, and Indianapolis, Ind., and Detroit, Mich., to the east.

Situated in southern Milwaukee County within a metropolitan population of 1.5 million, the city of Franklin has been designated by the Wisconsin Department of Commerce as part of the Metropolitan Milwaukee Technology Zone.

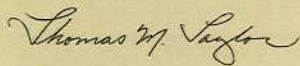
For transportation and logistics, Franklin offers convenient freeway access to four interchanges for Interstate 94, which runs parallel to the city's eastern border, plus eight interchanges for I-43 and six interchanges for I-894, both running parallel to the city's northern border, two miles directly to the north.

Franklin is also well positioned, less than 10 minutes from General Mitchell International Airport and the air service it provides to approximately 90 cities.

Franklin offers high-quality local schools, both public and private, with average test scores that well exceed both state and national averages. Franklin High School has also been recognized for its near-perfect graduation rate, as more than 99 percent of students earn high school diplomas. Many high school graduates continue their studies at more than 20 nearby colleges and universities.

Attesting to the superb quality of life, Franklin is the largest community in Wisconsin to attain more than 10 percent population growth since the 2000 census.

Please come visit us in person or on the web at **[www.franklinwi.gov](http://www.franklinwi.gov)**, or contact the Department of City Development at **414-425-4024**.



Sincerely,  
**Mayor Tom Taylor**



*Milwaukee County Parks*

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*City of Franklin, Wisconsin  
An Economic Resource Guide*



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# CITY OF FRANKLIN

WISCONSIN

## FACTS AT A GLANCE

**Franklin is the largest city in Wisconsin with more than 10% population growth since the 2000 census!**

The population of Metropolitan Milwaukee is 1,512,855. (U.S. Census Bureau, 2005)



Milwaukee County Parks

- 4,049 building permits issued for new homes within the past 10 years
- 45 new residential developments under way
- **Median family income:** \$75,532

(U.S. Census Bureau, 1999)

- **4,470 households with income of \$75,000 or more:** (U.S. Census Bureau, 1999)

- 7<sup>th</sup> highest in Milwaukee Metropolitan Area

- **Average sale price for existing homes:** \$232,376

(Metro Multiple Listing Service, 2005)

- More than 3,600 acres of land for parks & recreation
- **Three golf courses:** Tuckaway, Whitnall & Oakwood

◀ **Whitnall Clubhouse**

Year <sup>1</sup>	Population	Growth	% Increase
1980	16,871		
1990	21,855	4,984	29.54%
2000	29,494	7,639	34.95%
2006 <sup>2</sup>	33,000	3,506	10.62%
2020 <sup>3</sup>	45,314	6,890	18.51%
Buildout <sup>3</sup>	57,015	11,701	25.82%

Sources:

<sup>1</sup> U.S. Census Bureau

<sup>2</sup> Wisconsin Dept. of Admin.  
(www.doa.state.wi.us)

<sup>3</sup> Southeastern Wisconsin Regional  
Planning Commission



Milwaukee County Parks



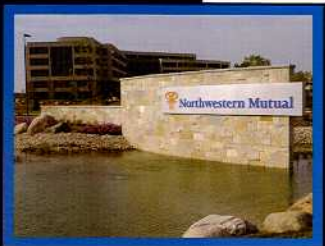
# THE RIGHT LOCATION FOR YOUR BUSINESS

"The support we received from the City of Franklin and its proximity to Mitchell International Airport and interstate highways were driving factors in Harley-Davidson's decision to locate our state-of-the-art distribution center here. Franklin is an ideal location, allowing us to provide excellent service to our customers across the world."



Jim Ziemer  
President & CEO  
Harley-Davidson Inc.

"We are very pleased to expand our Northwestern Mutual campus in Franklin. City officials and staff have handled our needs efficiently and effectively, and have made us feel welcome. Many of our employees find this a convenient alternative to our downtown campus. Our decision to expand in Franklin has worked well for us."



Edward J. Zore  
President & CEO  
Northwestern Mutual

Strategically located along Interstate 94 between Milwaukee and Chicago, Ill., just 4 miles from General Mitchell International Airport and air service to approximately 90 cities, the city of Franklin provides easy access to the third-largest market in the United States.

Participating in the Metropolitan Milwaukee Technology Zone, the city of Franklin offers a well-educated work force and great quality of life without traffic congestion.



## Business in Franklin will also benefit from:

- Three interstate freeways, U.S. Highway 45, three state highways & seven county highways
- Three active Tax Incremental Finance (TIF) Districts
- Industrial Development Revenue Bond Program
- Transportation, water & sanitary sewer infrastructure
- High-speed Internet access with affordable & reliable electricity

## CITY OF FRANKLIN WISCONSIN



## Miles from Franklin

General Mitchell International Airport	4
Downtown Milwaukee	11
Madison	82
Chicago, Ill.	83
Rockford, Ill.	89
Green Bay	130
Indianapolis, Ind.	265
Minneapolis, Minn.	340
Detroit, Mich.	365
St. Louis, Mo.	374
Cincinnati, Ohio	380

## For assistance, contact:

Doug Wheaton, Director  
Department of City Development  
9229 West Loomis Road  
Franklin, WI 53132  
(414) 425-4024

[dwheaton@franklinwi.gov](mailto:dwheaton@franklinwi.gov)



Milwaukee County's General Mitchell International Airport - Dave LaHaye

## your Franklin REAL ESTATE RESOURCE.

MLG is a provider of comprehensive real estate services. Established in 1987, the MLG Family of Companies - NAI MLG Commercial, NAI MLG Management, MLG Development, MLG Communities, and MLG Capital - has grown to comprise the largest full-service commercial real estate resource in the state of Wisconsin.

In Franklin we can assist you with the following and more:

- Office
- Retail
- Industrial
- Residential lots

# MLG

For More Information:  
**262-797-9400**  
[www.mlgcommercial.com](http://www.mlgcommercial.com)